



Official Blog

Susan Wojcicki: My mid-year update to the YouTube community

Thursday, June 11, 2020

Several times a year, CEO Susan Wojcicki [updates](#) users and creators on YouTube's priorities. This Letter addresses initiatives to support the Black community, the impact of COVID-19, and how YouTube is working on behalf of creators.

In the last few months, we've experienced enormous tragedy and loss.

As people around the world have felt the devastating impact of the COVID-19 crisis, they've dealt with illness, loneliness, unemployment, and juggled added responsibilities with kids at home.

And over the past few weeks, we've grieved together as the Black community has endured more senseless acts of racial terror and violence. We know that for many, tragedies like these are a persistent reminder of the harm caused by systemic racism. They also compound the toll of the pandemic, which disproportionately impacted Black and Brown communities in the U.S. and abroad.

At YouTube, we believe Black lives matter and we all need to do more to dismantlesystemic racism. We join in protest against the murders of George Floyd, Breonna Taylor, Ahmaud Arbery, and so many others before them.

The painful events of this year have reminded us of the importance of human connection and the need to continue to strengthen human rights around the world.

Our platform has been a place where people come together since YouTube first launched [15 years ago](#). And in the midst of uncertainty, creators continue to share stories that might not otherwise be heard while also building online communities.

Supporting the Black community

We have always been proud that we are a platform that celebrates a broad and diverse set of voices. And we have [implemented many policies](#) and [product features to protect our communities](#).

But we recognize [we need to do more](#), in particular with the Black community, and that is why [we are committing to following actions](#).

Amplifying Black voices

We're committed to doing better as a platform to center and amplify Black voices and perspectives.

- Today, we're announcing a [multi-year \\$100 million fund](#) dedicated to amplifying and developing the voices of Black creators and artists and their stories.
- And one example of the type of content we'd like to elevate on the platform will premiere this Saturday, June 13. We'll host a [live streamfundraising](#) event produced by YouTube Originals (YTO), "[Bear Witness, Take Action](#)." The YTO will bring together creators, artists, influential public figures and prominent activist voices for roundtable discussions and musical performances, with donations benefiting the [Equal Justice Initiative](#).
- Through the month of June, our [Spotlight channel will highlight racial justice issues](#), including the latest perspectives from the Black community on YouTube [alongside historical content](#), educational videos, and [protest coverage](#). This [content showcases incredibly important stories](#) about the [centuries-long fight for equity](#).

Protection from hate and harassment

We've taken many steps over the years to help protect diverse communities from hate and harassment across the platform, including Black creators and artists. And last year, we developed more stringent hate speech and harassment policies. Our updated hate speech policy specifically bans videos alleging that a group is superior based on qualities like race, gender, religion, or sexual orientation in order to justify discrimination, segregation or exclusion.

As a result of these changes and our ongoing enforcement, last quarter alone we removed over 100,000 videos and 100 million comments for hate and harassment.

That said, we know there's more work to do.

Building on our work over the past several years, we're taking this moment to examine how our policies and products are working for everyone — but specifically for the Black community — and close any gaps. And more broadly, we will work to ensure Black users, artists, and creators can share their stories and be protected from hateful, white supremacist, and bullying content.

Generations of Black Americans have been waiting for justice in the United States, and we know the effect of inequality is felt around the world.

I'm committed to listening — to Black employees at YouTube, to Black creators, to Black artists, to leaders in the Black community, and to Black users who tune in to YouTube every day.

There is much work to do to advance racial equity in the long-term, and these efforts will continue in the months and years ahead.